

Hi, My name is Bryan Messier and I'm the guitarist for a local Providence, RI band named "after". As a musician who's been an active part of our local original artist scene for almost 20 years, I feel the need to comment on The Matter of Broadcast Localism being presented to the FCC.

My musician's resume includes 3 full length albums (with 2 different bands), and I've produced and engineered many other great EP's and demos for several other RI area artists. I've written and performed on dozens of quality original songs, many of which have had "hit" potential according to both formal and informal reviewers. None of these songs have made it to "hit" status due primarily to the lack of access to local radio airtime! As an unsigned, independent musician, it is impossible to get radio play in any time slot other than midnight on a few specific local music shows - and even those relatively useless spots can be tough to get because of the amount of local bands desperately trying to get played!

I've talked with MANY local acts who aggressively tour and promote their bands yet can't get their music played on ANY of the local stations. This sad fact is often the only reason these bands don't achieve the commercial success they are capable of! This seems to be because most of these local radio stations are now controlled by large corporate entities who allow the station very little control. DJ's have actually stated that they can't modify playlists due to "pay for play" agreements that local bands can of course not compete fairly with, even if they wanted to!

I believe the FCC should impose a "reasonable" requirement on radio stations to dedicate a percentage of their airtime to support the local community, which should naturally include giving local musicians access to at least some "prime" airtime!

Ultimately it would be nice to hear a MIX of national AND local music, interviews and talk, on our radio stations. I think this would be better than a "regional or local slot" to fill any new FCC requirements. Local radio stations should be able to determine the local content that would fill any such new requirements - it should not come down from "above". The programming should accurately represent what's going on in the community local to the particular station.

Local radio stations involvement in community activities is great, and radio should be supportive of these efforts, but any new FCC requirements for local programming needs to be specifically targeted at giving local musicians access to the airwaves. They shouldn't be able to fill their required local "quotas" by solely supporting charity events, etc.

Pay for play practices are a serious issue that needs to also be addressed. There needs to at least be a clear set of rules in place that allows local radio stations to be able to define their playlists in such a way as to support their local musicians, while still maintaining a profitable business that will keep the corporate owners happy.

From my "local musician" perspective, voice tracking as a practice is OK too, as long as the interests of the local community are also served.

The point here is, in EVERY case, that local music and interests NEED to be a substantial part of any local radio station's programming! National playlists can exist but not to the effect that local interests suffer. Any new rules need to make sure that radio stations remain true to their local

communities and give their local interests access to the airwaves in a fair and balanced manner. Fair and balanced is almost by definition 50% of programming should be some sort of local information. I would also say that in my opinion, at least 20% of a stations total airtime should be local music content.

LPFM (Low Power FM) radio is a great grass-roots effort to promote special interest groups and diversity in this country, but those stations are not a solution to the problems related to access of the airwaves for local musicians. LPFM radio is akin to the country roads that exist along side the major highways that the high power FM stations represent. LPFM is a great new resource for the communities surrounding those stations, but not a core issue or solution in this matter of community access to the major airwaves and any new FCC mandated broadcast localism requirements.

In summary, please consider these comments in any effort to create new FCC rules for radio stations in this country. My comments reflect the collective feelings of Providence, RI area musicians and bands, but I'm sure to a high degree they accurately represent musicians in every market nationally. Thank you in advance for any changes in FCC regulation of radio stations that will benefit local musicians and local communities everywhere! Thank you also to www.futureofmusic.org for making this possible. Please feel free to contact me for any further comments or questions!

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